

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility  
for chains on attached Excel spreadsheet

<u>Sales</u>	<u>Retail</u>
1221	1222
1222	1223
1223	5
1224	1226
1224	1229
1225	ROM
1226	PC
1229	SC
1240	MC
1244	PA
AE	
JM	RSM RBM

51847 2005

# RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD  
Region Operations Mgr

150 Lawrence Bell Drive  
Suite #108  
Williamsville, NY 14221  
(716) 634-9232  
Fax (716) 634-3145

July 29, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

## SEPTEMBER WINSTON BUY 2 PACKS GET 2 FREE LIGHTERS / #700649

Dear Paul:

We have placed Winston orders (regular product) as listed to pack and ship this promotion to your participating retail accounts. 1200 SKUs of Winston B2G2F Lighter Sleeves / Displays (item #527552) have been ordered to Consolidated Industries to pack this Promotion.

<u>UPC Code</u>	<u>WINSTON</u>	<u>Case</u>	<u>Size</u>	<u>#/ Cases</u>
12300-11112	Light	12M	20	
12300-11906	Light Box	6M	40	
12300-11012	Full Flavor	12M	20	
12300-11212	FF Box	12M	20	

Product PO # ER1959-01

All additional pertinent promotional information is listed below:

Product Arrival @ McLane NE:

August 11, 1997

Premium Arrival (@ Consolidated):

August 14, 1997

Ship Date to Retail:

September 2, 1997

Lighters (Item #527552)

SKU CUBE: 1.7150

SKU WT (w/o Product): 6.6200 lbs

Retail Sales Offer per Sku: 20 units

Billing per Sku: 4 Full Price Cartons

Product \$ Amount: \$57,251.46

51847 2006

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2G2F Winston Lighter sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Winston and receives 2 free Winston Lighters.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.  
SEE ENCLOSED 'WHOLESALER PACKING INSTRUCTIONS'**

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$2,240.00 (80 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotions Coordinator

*/jc*

cc: R. Moore / McLane  
1610: DK / SS / RMD  
1000: J. Piscitelli  
1340: J. Rago

Enc: Wholesaler Packing Instructions

Winston Lighter Flyer  
Retail Customer List

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**Note to RJR Manager:**  
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

**McLANE NE**

**SEPTEMBER: WINSTON BUY 2 GET 2 LIGHTERS FREE / PROMOTION #700649**

**RETAIL DISTRIBUTION DATE: 9/2/97**

CHAIN NAME	NO. OF STORES	# DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL # DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE										
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RI
A-PLUS/ ATLANTIC/ SUNOCO	263	See List	345	1	2	22			3	5	80		229	3
BP OIL	45	See List	145										145	
COASTAL MART	35	See List	38							9			29	
COOKS CONVENIENT	6	See List	9								9			
COUNTRY FAIR	70	See List	216								7	29	180	
CONV EXPRESS	5	See List	9								9			
EXPRESS MART	36	See List	41								41			
F.L. ROBERTS	16	See List	28	11		17								
KRAUSZERS	14	See List	34	34										
MANLEY'S	8	See List	11								11			
MOBIL / ON THE RUN	105	See List	113	15		24			12	10	45		4	3
7/11 - HANDEE MART	24	See List	60				1					34	25	
7/11 - SOUTHLAND	25	See List	29	11	2		1		1	4	6		4	
SUGARCREEK	79	1	79								79			
SUNRISE FOODS	17	1	17								17			
INDEPENDENTS & SMALL CHAINS	23	See List	26			4	2		2	3	11		4	
<b>TOTALS</b>	<b>771</b>		<b>1200</b>	<b>72</b>	<b>4</b>	<b>67</b>	<b>4</b>	<b>0</b>	<b>18</b>	<b>31</b>	<b>315</b>	<b>63</b>	<b>620</b>	<b>6</b>